February 20, 1968

TO: Messrs. J. F. Cullman, 3rd, G. Weissman, P. Smith, C. Goldsmith, J. C. Bowling, E. J. Flanagan, J. T. Landry

FROM: R. R. Millhiser

RE: Recommendation of Domestic Tobacco Division With Respect To Corporate Policy On Health Claims In Cigarette Advertising.

The intent of the Philip Morris Domestic Tobacco Division is to create, manufacture and market products which are responsive to contemporary consumer demands. The activities in connection with this stated intent will be conducted with a view toward the possible limitations of the Cigarette Advertising Code, the FTC, the NAB and litigation liabilities.

In general, we do not recommend that we drastically alter those advertising strategies for our major brands which have proven effective, but that we establish internal guide lines which will permit us to advantageously meet competitive situations. The areas of "euphoria" and "package or product distortion" have proven to be troublesome during the past couple of years and we will now cease to be inhibited by these limitations. We will now also be able to employ somewhat greater latitude in "filter" and "menthol" copy.

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We have no plan in the near future to make any changes in our Marlboro or Benson & Hedges advertising campaigns.

Our Parliament advertising will continue in a broad sense to reflect the personality and message contained in the original pool of London commercials. However, we shall reinforce the focus on the recessed filter through more identification on our packaging, through stronger and more direct references in copy to the recessed filter and through camera techniques which will more sharply emphasize the recess in video. We intend to maintain the identity of Parliament as our health-oriented entry, but in the near future to do this basically through the continued repetitious use of the phrase "It Makes The Most Out Of Mildness." We also intend to concentrate on the recessed filter without flavor association as its reason for being. We additionally wish to be free to use such references as "unique filter" or "sophisticated filtering system."

With respect to the fluted filter Parliament 100's, we need to get into the specifics of a unique sophisticated filtering system and to exploit its only reason for being, which is improved filtration. This particular product requires the presentation in advertising of inferred or implied filtration advantages.

We are currently proceeding to reinstate the brand name

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Philip Morris Multifilter. Within the same strategy that motivates the return to the Multifilter name, we will need to again stress the advantages of charcoal as a filtering agent and the added advantages of our own coconut shell charcoal.

Generally, our strategy for Philip Morris Multifilter will be to hit as hard as possible in the area of charcoal or coconut shell charcoal and its many benefits.

We also have the liberty to use independent testing laboratories and other authoritative agencies for endorsement and enhancement of claims in the filtration area.

We would like also to be free to reinstate the program of travelling technicians or authorities, such as Dr. Dunn.

We would also suggest that we reserve the ability to feature such claims as "Famous Swiss Filter/Patent."

The foregoing represent what we feel are guide lines which will allow us to move with expediency and effectiveness to meet opportunistic or competitive challenges.

As the product is further developed, our feeling at this time is that the areas of greatest latitude and freedom of strong advertising expression will be required by the controlled profile product which we are planning for introduction this year. Our planning, in its embryo stages, encourages us to feel that this

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may be our strongest entry in the high filtration area and, at the same time, will permit us to avoid the numbers game per se.

This recommendation of the Domestic Tobacco Division is written with the knowledge that industry marketing conditions and the attitudes of the various regulatory bodies are constantly subject to change. As changes in the current climate occur, it is understood that the original group will reconvene to discuss possible alterations in the internal guide lines.

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